

## **Amendments to the Claims:**

1. – 3. (cancelled).

4. (new) A method for managing and distributing marketing content that is useful for sales, comprising:

storing a plurality of data components as groups of textual data components in a database, the plurality of data components including information relating to a company's products, services and customers, wherein at least a portion of the textual data components are configured to be stored for reassembly at a later date;

assigning a subset of the plurality of users to a content review group ("CRG");

reassembling the textual data components into web-pages that train and coach a sales representative on how to have a communication with prospects and customers;

notifying each user in the CRG to provide input regarding individual data components of a group of data components to validate that the content is relevant to end user requirements and is up-to date; and

providing at least one of the data components to be stored in a central database based upon a determination made by the CRG, the data components providing real time sales messages to sales representatives that concurrently align customer requirements with a product and solution offered by the sales representative that is displayed as a visual data interface or provided as a sales or marketing document.

5. (new) The method of claim 4, wherein the information includes information selected from a company's products and services, combinations of a company's products and services that define customer solutions, customer business needs, how a company's products and services meet customer business needs, a company's competitors' information, customer successes relative to use of a company's products and services, customer use of a company's products and services to meet business needs, and market segmentation.

6. (new) The method of claim 4, wherein the data components are arranged in a data structure that is configured to provide information used to link a company's product and service positioning information with customer buying needs.

7. (new) The method of claim 6, wherein the data components in the database are configured to provide combinations of different data components, wherein the combinations of different data components are displayable in document formats suitable for use in commerce.

8. (new) The method of claim 4, wherein a structure of the data components in the database is configured to provide logic that permits reassembly of the data components into the at least one of visual data interfaces and business documents.

9. (new) The method of claim 8, wherein the data components are stored in the database and configured to permit reassembly of different data components to match buying needs to business solutions (products, services and combinations thereof).

10. (new) A method for managing and distributing marketing content that is useful for sales, comprising:

storing a plurality of data components as groups of data components in a database, the plurality of data components including information relating to a company's products, services and customers, wherein at least a portion of the data components is configured to provide market segmentation by at least one of industry, geography, level of the potential decision maker within a customer organization, size of customer or SIC;

assigning a subset of the plurality of users to a content review group ("CRG");

notifying each user in the CRG to provide input regarding individual data components of a group of data components; and

storing at least one of the data components in a central database based upon a determination made by the CRG;

reassembling the content into real time sales messages that is displayed as a visual data interface or provided as a sales or marketing document that align customer needs or requirements with a product or solution offered by the sales representative.

11. (new) The method of claim 10, wherein the market segmentation provides filter content or market segment specific content that enhances a quality of a reassembly of the data components visual data interfaces and business documents.

12. (new) The method of claim 11, wherein filter content includes capabilities of the company's products and services, customer buying needs, customer success stories, and industry and analyst quotes.

13. (new) The method of claim 11, wherein the market segment specific content includes market segment specific text that can be utilized with the filter content.

14. (new) A method for managing and distributing marketing content that is useful for sales, comprising:

storing a plurality of data components as groups of data components in a database, the plurality of data components including information relating to a company's products services and customers, wherein at least a portion of the data components are augmented with third party success or customer references;

assigning a subset of the plurality of users to a content review group ("CRG");

reassembling the content into web-pages that train a sales representative on how to have a communication with prospects and customers;

notifying each user in the CRG to provide input regarding individual data components of a group of data components; and

storing at least one of the data components in a central database based on a determination by the CRG, the data components providing real time sales messages to sales representatives that align customer needs and requirements with a product and solution offered by the sales representative; and displaying the messages as a visual data interface or provided the message as a sales or marketing document.

15. (new) The method of claim 14, wherein the customer references are included in the database and includes customer success information selected from at least one of, achieving value from the company's products and services, a customer decision to purchase the company product and services because of their capabilities, how the company product and service solves specific customer needs, why the customer bought the company product and service, why the customer selected the company product and service over a competitor.

16. (new) A method for managing sales data, comprising:

storing a plurality of data components as groups of data components in a database, wherein the plurality of data components comprises information relating to products, and information relating to customers;

assigning a subset of the plurality of users to a content review group ("CRG");

reassembling the content into visual data interfaces business documents to assist sales representatives in executing selling activities;

notifying each user in the CRG to provide input regarding individual data components of a group of data components, wherein the input comprises at least one of the following:

indicating whether data components are accurate;

entering comments regarding the data components; and

entering edits to the data components;

receiving and storing the input;

notifying a content director ("CD") to review the input and producing a review based on a determination by the CD that is stored in the central database, wherein the review comprises at least one of the following:

editing the comments entered;

deleting the comments entered;

consolidating the input;

providing at least one of the data components to be stored in the central database based upon a determination made by the CD; and

wherein the data components in the central database provide real time sales messages to sales representatives that align customer needs and requirements with a product and solution offered by the sales representative that is displayed as a visual data interface or provided as a sales or marketing document.

17. (new) A method for managing sales data, comprising:

storing a plurality of data components as groups of data components in an database, wherein the plurality of data components comprises information relating to products and services, or information relating to customers;

assigning a subset of the plurality of users to a content review group ("CRG");

notifying each user in the CRG to provide input regarding individual data components of a group of data components in a database, wherein the CRG reviews individual data components before the individual data components can be

approved to be used by software applications, the software applications being accessible to users outside the CRG;

reassembling the content into real time visual data interfaces or sales or marketing documents to provide sales or marketing messages to sales representatives that concurrently align customer needs and requirements with a product and solution offered by the sales representative and displayable as a visual data interface or provided as a sales or marketing document.